

MARKETING INFORMATION SYSTEMS, INC.

100 SYLVAN AVENUE, ENGLEWOOD CLIFFS, N.J. 07632
201-947-6900 • 212-239-7256

SCHEDULE

RZ AD/PAK TEST - II

(#839386)

<u>PRODUCT TESTED</u>	<u>FIELD DATES</u>	<u>TOPLINE</u>	<u>REPORT</u>
Ritz	<u>Placement</u> April 30th - May 13th		
	<u>Callback</u> May 2nd - May 15th	June 2nd	Week of June 30th
N = 400			

MARKETS

New York
Cleveland
Indianapolis
Dallas
Tampa
San Diego

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